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| **FILM DEVICE** | **WHERE? DESCRIBE** | **HOW IS IT PERSUASIVE?** |
| Lighting | At the starts, the lighting is a bit darker, and almost mysterious. Bright lighting is used all throughout the ad, with lots of sunlight. | The darker lighting at the start helps to create a feel of excitement. The bright lighting used later helps to create happiness and a sense of fun, which is appealing. The lights also help us to see the chocolate better. The lighting used helps the chocolate to shine, which makes it look yummier. |
| Costume | All the people wear varying outfits, but all of them are white and purple. | They are wearing the Cadbury colours, which emphasises the brand. Their costumes are also fun and happy, and a bit whimsical, which appeals to children, and our sense of fun. |
| Editing/Camera | At the start, the camera is flicking through a lot of different scenes. Later, it follows some of the people, going up in their balloons. Then, it follows the chocolate as it falls from the sky. | At the start, is builds a sense of movement, as if the ad is building to its climax. Then, when the camera follows the chocolate, it give us a chance to get a good view of what it looks like. It also shows everything from overhead, in the sky. |
| Sound | There is music playing all throughout the ad. | The music is fun, happy, energetic, and boppy. It makes you want to keep on watching, to see that happens next. It also helps to build the audience’s excitement. |
| Setting | The ad is set all over the city. At the start, it is in the streets, and then it moves onto a field. After that, it goes into the sky. | Showing the field is persuasive as it gives a sense of freedom and freshness. When the ad moves into the sky, this also gives a sense of freedom, as well as a feeling of “look, they’re having so much fun, why can’t I?” |